

Amendment to the Specification

Please replace the paragraph at page 10, line 30 to page 11, line 5 with the following amended paragraph:

The referral computer administrator preferably derives revenue from the affiliate vendors and from the non-affiliate vendors by referring consumers to the vendors' websites. For example, in one embodiment, the referral computer administrator receives a predetermined fee from a vendor when events such as the following occur: (1) a hyperlink to the vendor's website is displayed to a consumer, (2) a consumer clicks on a hyperlink to the vendor's website, or (3) a consumer ultimately purchases a product or service from the vendor after clicking on a hyperlink to the vendor's website.